

MASTER PLAN	for the	Marcy-Holmes Neighborhood	
CHAPTER FOUR: ECONOMIC DEVELOPMENT			



## Chapter Four: ECONOMIC DEVELOPMENT

**Goal:** Healthy institutional, commercial and industrial areas that provide good jobs without overwhelming the livability of the neighborhood and its supply of housing.

### *Background*

The number one thing that Marcy-Holmes residents like about their neighborhood is the convenience of living near the University of Minnesota, downtown, the river, the Quarry, Rosedale, East Hennepin, and Dinkytown. These places provide educational opportunities, jobs and services for neighborhood residents. The challenge in the neighborhood is not inducing economic development but trying to contend with and control the impacts of economic development. At the same time, there could be a decline or cessation of flour milling and other industrial activity along the river that could result in a loss of jobs. The neighborhood views this as an opportunity to put more uses on the river that produce pedestrian activity and would like to see a mixture of residential and commercial uses developed in any industrial properties that are vacated.

### *Objectives for Economic Development*

- Industrial Areas
- East Hennepin and Dinkytown
- Locally Owned Small Businesses

### Industrial Areas

**Objective:** Attractive industrial areas that are compatible with the housing in the neighborhood.

#### **Policies:**

1. The neighborhood supports the continuation of the industrial businesses along 9<sup>th</sup> Street. Surplus frontage on 8<sup>th</sup> Street should be converted to housing or considered for a community center.
2. The Marcy-Holmes neighborhood supports the development of the Southeast Minneapolis Industrial Area, provided new housing units are constructed in concert with the commercial or office development. Without new housing units, there will be extreme pressures placed upon the housing supply in the neighborhood resulting in higher rents and deferred maintenance.
3. The neighborhood supports the continued operation of Metal-Matic and its industrial neighbors such as ADM and W.D. Forbes. However, residential redevelopment options should be explored when these industrial uses cease.

East Hennepin and Dinkytown

Two primary commercial nodes (Activity Centers) serve the Marcy-Holmes neighborhood – one at Dinkytown and the other in the East Hennepin and Central Avenue area. The neighborhood is also part of the market area for the Quarry Shopping Center at 18<sup>th</sup> and Johnson Street NE. This large shopping center with Home Depot, Target, and Rainbow Foods strongly impacts the ability of the neighborhood to attract grocery, general apparel, and hardware stores within its boundaries.

Given these competitive pressures, the neighborhood has developed the following objectives and policies.

**Objective:** Attraction of additional commercial activities, primarily neighborhood retail.

**Policies:**

1. The neighborhood will focus attention on Central Avenue, East Hennepin Avenue, and Dinkytown for core neighborhood services such as groceries, hardware, and pharmacies.
2. The neighborhood encourages and would accept additional restaurants in the East Hennepin area.

3. Dinkytown will be primarily, though not exclusively, a pedestrian-oriented place for walk-in business from University students, faculty, employees, visitors to the University, and nearby residents.
4. The neighborhood supports the preservation of the historic, eclectic character of Dinkytown.
5. Preservation of the character requires that new buildings be built within the four (4) story height framework of the district and relate to the surrounding architecture in scale and design (see Figure 4-1).

6. All businesses should have active, glass storefronts, with individual business entrances on the sidewalk.

7. There should be no parking lots with frontage on 4<sup>th</sup> Street SE.

8. The neighborhood supports a diverse mix of businesses. The Dinkytown district should not be dominated by restaurants and drinking establishments.

9. The city should re-examine its parking meter regulations in Dinkytown to allow free parking to start earlier in the evening.

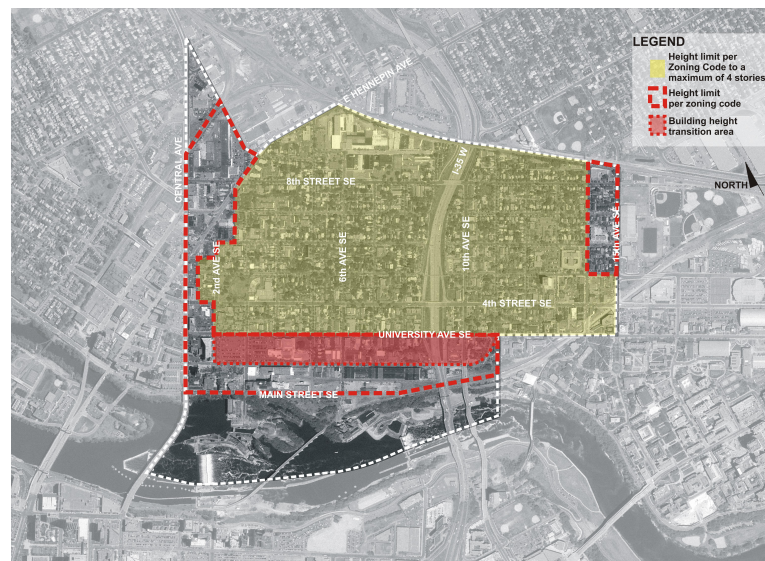
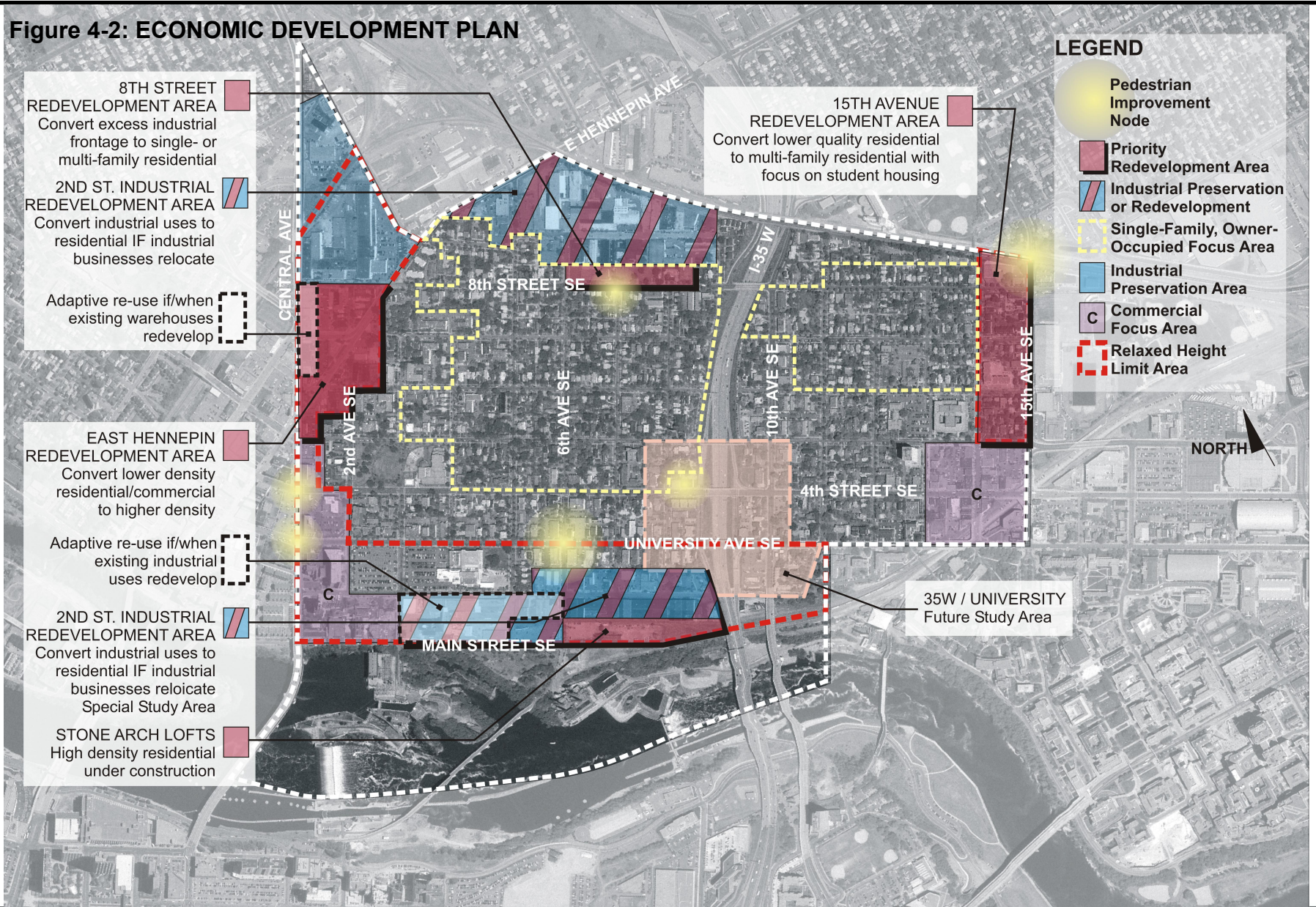


Figure 4-1: HEIGHT LIMIT PLAN (see also Chapter 8)



**Figure 4-2: ECONOMIC DEVELOPMENT PLAN**



### Locally Owned Small Businesses

**Objective:** Preservation of unique locally owned small business.

**Policies:**

1. The neighborhood supports the preservation and establishment of unique shops and restaurants. These may be “mom and pop” stores or those that have a limited number of locations in the Twin Cities.
2. The neighborhood encourages small sized stores rather than big box retail structures.